

## **REMARKS/ARGUMENTS**

Reconsideration and withdrawal of the rejections of the application are respectfully requested in view of the amendments and remarks herewith, which place the application into condition for allowance. The present amendment is being made to facilitate prosecution of the application.

### **I. STATUS OF THE CLAIMS AND FORMAL MATTERS**

Claims 1-11, 14-35 and 37 are pending. Claims 1, 6, 16, 22 and 31-35 are independent and are hereby amended. No new matter has been introduced. Support for this amendment is provided throughout the Specification as originally filed, specifically at paragraph [0043] and Figure 4.

Changes to the claims are made simply for clarification and to round out the scope of protection to which Applicants are entitled.

### **II. SUPPORT FOR THE AMENDMENTS**

Citations to Figures and Specification locations are provided. However, such citations are provided merely as examples and are not intended to limit the interpretation of the claims or to evidence or create any estoppel.

As an example, support of the amendment can be found at paragraph [0043] and Figure 4 of the Specification, which is reproduced as follows:

[0043] The program content data  $D_{PC}$  hierarchically consists of: the data in which an information group representing program contents for each program is assigned to plural programs each having a broadcasting form such as for regular program, for rebroadcasting, for broadcasting at a key station, or for broadcasting at a local station

The diagram illustrates the structure and relationships of three data areas: A1 DATA (CHANGEABLE DATA), A2 DATA (PARTICULAR DATA), and A3 DATA (ADDITIONAL DATA).

**A1 DATA (CHANGEABLE DATA)**

- (FOR REGULAR)**
  - <A1 DATA TAG>
  - A1 DATA NO.
  - REF. A2 DATA NO.
  - BROADCASTING Y/W/D
  - START TIME
  - END TIME
  - BROADCASTING STA. NO.
  - PROGRAM CATEGORY NO.
  - SUB-CATEGORY NO.
  - BROADCASTING RIM NO.1
  - BROADCASTING RIM NO.2
  - BROADCASTING RIM NO.3
  - BROADCASTING RIM NO.4
  - CM TAG NO.
- (STANDARD)**
  - <A1 DATA TAG>
  - A1 DATA NO.
  - PROGRAM NAME
  - DETAILS NO.
  - SCROLL PICTURE NO.
  - SOUND NO.
  - MOVIE PICTURE NO.
  - NUMBER OF GUESTS
  - GUESTS NAME NO. 1 TO 4
  - GUESTS NAME NO. CMC
- (FOR REGULAR)**
  - <A1 DATA TAG>
  - A1 DATA NO.
  - REF. A2 DATA NO.
  - BROADCASTING Y/W/D
  - START TIME
  - END TIME
  - BROADCASTING STA. NO.
  - PROGRAM CATEGORY NO.
  - SUB-CATEGORY NO.
  - BROADCASTING RIM NO.1
  - BROADCASTING RIM NO.2
  - BROADCASTING RIM NO.3
  - BROADCASTING RIM NO.4
  - CM TAG NO.

**A2 DATA (PARTICULAR DATA)**

- (BROADCASTING STATION)**
  - <A3 BROADCASTING ST. TAG>
  - BROADCASTING STA. NO.
  - BROADCASTING STA. NAME
- (CATEGORY)**
  - <A3 CATEGORY TAG>
  - CATEGORY NO.
  - CATEGORY NAME
- (BROADCASTING RIM)**
  - <A3 BROADCASTING RIM TAG>
  - BROADCASTING RIM NO.
  - BROADCASTING RIM NAME
- (STILL PICTURE)**
  - (PROGRAM PHOTO)
  - <A3 PICTURE TAG>
  - STILL PICTURE NO.
  - STILL PICTURE DATA
- (SOUND)**
  - (PROGRAM SOUND)
  - <A3 SOUND TAG>
  - SOUND NO.
  - SOUND DATA
- (MOVING PICTURE)**
  - (PROGRAM MOVING PICTURE)
  - <A3 MOVE TAG>
  - MOVING PICTURE NO.
  - MOVING PICTURE DATA
- (GUESTS)**
  - <A3 GUEST TAG>
  - GUEST NO.
  - GUEST NAME
  - GUEST INFORMATION
  - GUEST STILL PICTURE NO.
- (GUIDE)**
  - <A3 GUIDE TAG>
  - DETAILS NO.
  - DETAILS
- (CW)**
  - <A3 CM TAG>
  - DISPLAY POSITION
  - CM STILL PICTURE NO.
  - CM SOUND NO.
  - CM MOVING PICTURE NO.
  - URL

**A3 DATA (ADDITIONAL DATA)**

The diagram shows various data fields and their relationships, indicated by arrows. Key relationships include:

- Arrows from A1 DATA (FOR REGULAR) to A2 DATA (BROADCASTING STATION), (CATEGORY), (BROADCASTING RIM), (STILL PICTURE), (SOUND), (MOVING PICTURE), (GUESTS), (GUIDE), and (CW).
- Arrows from A2 DATA (STILL PICTURE), (SOUND), (MOVING PICTURE), (GUESTS), (GUIDE), and (CW) to A3 DATA (STILL PICTURE), (SOUND), (MOVING PICTURE), (GUESTS), (GUIDE), and (CW).
- Arrows from A3 DATA (STILL PICTURE), (SOUND), (MOVING PICTURE), (GUESTS), (GUIDE), and (CW) to A1 DATA (FOR REGULAR).

FIG. 4

Claims 1-11 and 14-35 were rejected under 35 U.S.C. §103(a) over U.S. Patent No. 6,002,394 to Schein et al. (herein after, “Schein) in view of U.S. Patent No. 5,557,724 to Sampat et al. (hereinafter, merely “Sampat”) and further in view of U.S. Patent No. 5,635,978 to Alten et al. (hereinafter, merely “Alten”).

Claim 37 was rejected under 35 U.S.C. §103(a) over U.S. Schein in view of Sampat and further in view of Alten and further in view of U.S. Patent No. 6,052,554 to Hendricks et al. (hereinafter, merely “Hendricks”).

#### IV. RESPONSE TO REJECTIONS

Claim 1 is representative and recites, *inter alia*:

**...wherein the modifiable data includes a broadcast schedule of a program and a first reference number to the fixed data, the fixed data includes a name of the program, a second reference number to the modifiable data, and a third reference number to the comparatively large-sized data, and the comparatively large-sized data includes sound data and video data of a commercial.** (emphasis added)

Applicant submits that Schein, Sampat, Alten, and Hendricks, taken either alone or in combination, fail to disclose or render predictable the above-identified feature of claim 1. Specifically, nothing in the prior art cited in the Office Action discloses or renders predictable **“wherein the modifiable data includes a broadcast schedule of a program and a first reference number to the fixed data, the fixed data includes a name of the program, a second reference number to the modifiable data, and a third reference number to the comparatively large-sized data, and the comparatively large-sized data includes sound data and video data of a commercial,”** as recited in claim 1.

Furthermore, Claim 1 is representative and recites, *inter alia*:

**...wherein a plurality of commercials are successively displayed on a same program guide screen that displays program details for a single program.** (emphasis added)

Applicant submits that Schein, Sampat, Alten, and Hendricks, taken either alone or in combination, fail to disclose or render predictable the above-identified feature of claim 1. Specifically, nothing in the prior art cited in the Office Action discloses or renders predictable “wherein **a plurality of commercials** are successively displayed on a same program guide screen that **displays program details for a single program,**” as recited in claim 1.

The Office Action (see page 5) concedes that Schein and Sampat fail to disclose the above-identified features of claim 1 and relies on Figure 7 of Alten for the rejection. Applicant respectfully disagrees.

Figure 7 of Alten illustrates that **a promotion window** is displayed together with **a plurality of program listings**. In contrast, claim 1 requires that “**a plurality of commercials** are successively displayed on a same program guide screen that **displays program details for a single program.**”

For at least this reason, Applicant respectfully submits claim 1 is patentable over the Schein reference.

Applicant believes independent claims 6, 16, 22 and 32-35 are allowable for substantially the same reason as claims 1.

As nothing in the prior art cited in the Office Action cures the above-identified deficiencies, Applicants respectfully requests reconsideration and withdrawal of the rejections.

## **V. REJECTIONS UNDER 35 U.S.C. §103**

Claims 37 was rejected under 35 U.S.C. §103(a) as allegedly unpatentable over Schein and in view of Sampat and further in view of U.S. Patent No. 6,052,554 to Hendricks et al. (hereinafter, merely “Hendricks”)

Claim 37 depends from claim 34 and is believed allowable for at least the same reasons as discussed above with respect to claim 1. Hendricks does not add the elements missing from Schein and Sampat.

## **VI. DEPENDENT CLAIMS**

The other claims are dependent from one of the claims discussed above and are therefore believed patentable for at least the same reasons. As nothing in the prior art cited in the Office Action cures the above-identified deficiencies, Applicants respectfully requests reconsideration and withdrawal of the rejections. Because each dependent claim is also deemed to define an additional aspect of the invention, however, the individual reconsideration of the patentability of each on its own merits is respectfully requested.

## **CONCLUSION**

In view of the foregoing amendments and remarks, it is believed that all of the claims in this application are patentable and Applicants respectfully request early passage to issue of the present application.

In the event the Examiner disagrees with any of statements appearing above with respect to the disclosure in the cited reference, or references, it is respectfully requested that the

Examiner specifically indicate those portions of the reference, or references, providing the basis for a contrary view.

Please charge any additional fees that may be needed, and credit any overpayment, to our Deposit Account No. 50-0320.

Respectfully submitted,

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